

**ABSTRACT**

A technique is provided of stimulating the spread of the electronic watermarking system, activating advertisement businesses over the Internet, and thus increasing advertisement incomes to the advertisement agency of an advertisement site. The system comprises a communication line, a digital content creator 702 and an advertisement site 704 interconnected by said communication line, and a digital content reproducer 706. The digital content creator 702 inserts electronic watermarked data representing the URL of the advertisement site into a digital content. The digital content reproducer 706 extracts electronic watermarked data, accesses the advertisement site based on the value, and reads out the advertisement information. The digital content reproducer 706 manifests the digital content and the advertisement information.